

## CONTRACT



**KITV**  
**801 South King Street**  
**Honolulu, HI 96813**  
**(808)535-0400**

www.KITV.com

and:

**Carlisle/NP/Mayor**  
**Attention: Jim Fulton**  
**210 Ward Ave**  
**Suite 222**  
**Honolulu, HI 96814**

<b>Contract / Revision</b> 935862 /		<b>Alt Order #</b>
<b>Product</b> \$2100 FR 7/10WK		
<b>Contract Dates</b> 07/24/12 - 07/30/12		<b>Estimate #</b>
<b>Advertiser</b> Carlisle/NP/Mayor		<b>Original Date / Revision</b> 07/23/12 / 07/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KITV	<b>Account Executive</b> KITV Political Local K	<b>Sales Office</b> Honolulu
<b>Special Handling</b> Political Duplicate File Copy		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/28/12	07/29/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----SS				1	\$300.00			
N 2	KITV	07/28/12	07/28/12	CASTLE	9-10pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----S-				1	\$300.00			
N 3	KITV	07/29/12	07/29/12	AM FUNNIEST VIDEOS	6-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----S				1	\$400.00			
N 4	KITV	07/29/12	07/29/12	KITV 4 News at 10 Sun	KITV 4 News at 10		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/23/12	07/29/12	-----S				1	\$500.00			
N 5	KITV	07/30/12	07/30/12	BACHELOR PAD	7-9P		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	M-----				1	\$600.00			
<b>Totals</b>											<b>5</b>	<b>\$2,100.00</b>

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	4	\$1,500.00	\$1,275.00	\$60.08	\$1,335.08
07/30/12 - 07/30/12	1	\$600.00	\$510.00	\$24.03	\$534.03
<b>Totals</b>	<b>5</b>	<b>\$2,100.00</b>	<b>\$1,785.00</b>	<b>\$84.11</b>	<b>\$1,869.11</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## CONTRACT



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And:

**Carlisle/NP/Mayor**  
**Attention: Jim Fulton**  
**210 Ward Ave**  
**Suite 222**  
**Honolulu, HI 96814**

<b>Contract / Revision</b> 906687 /		<b>Alt Order #</b>
<b>Product</b> 7/23WK		
<b>Contract Dates</b> 07/24/12 - 07/29/12		<b>Estimate #</b> WEEK 3
<b>Advertiser</b> Carlisle/NP/Mayor		<b>Original Date / Revision</b> 07/20/12 / 07/20/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KITV	<b>Account Executive</b> KITV Political Local K	<b>Sales Office</b> Honolulu
<b>Special Handling</b> Political Duplicate File Copy		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/24/12	07/29/12	KITV 4 News This Morning	5-6A		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$100.00			
N 2	KITV	07/24/12	07/29/12	KITV 4 News This Morning	6-7A		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$100.00			
N 3	KITV	07/24/12	07/29/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-TWTF--				5	\$100.00			
N 4	KITV	07/24/12	07/29/12	KITV News At 5	5-5:30pm		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$300.00			
N 5	KITV	07/24/12	07/29/12	KITV News At 6	6-6:30pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-TWTF--				4	\$500.00			
N 6	KITV	07/24/12	07/29/12	KITV News At 10	10-1035pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-TWTF--				3	\$500.00			
7	KITV	07/28/12	07/29/12	KITV4 NewsThis Morn Sa/SuKITV4 NewsThis M			:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----11				2	\$100.00			
N 8	KITV	07/24/12	07/29/12	Dr Oz 4-5p	4-5p		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$150.00			
N 9	KITV	07/24/12	07/29/12	Ellen	3-4pm		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$100.00			
N 10	KITV	07/28/12	07/28/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$300.00			
<b>Totals</b>											<b>35</b>	<b>\$7,500.00</b>

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<u>Contract / Revision</u> 906687 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/24/12 - 07/29/12	<u>Product</u> 7/23WK	<u>Estimate #</u> WEEK 3
<u>Advertiser</u> Carlisle/NP/Mayor		<u>Original Date / Revision</u> 07/20/12 / 07/20/12

Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	35	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39
<b>Totals</b>	<b>35</b>	<b>\$7,500.00</b>	<b>\$6,375.00</b>	<b>\$300.39</b>	<b>\$6,675.39</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**CONTRACT**

**KGMB**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-3246**

<b>Contract / Revision</b> 738563 /		<b>Alt Order #</b>
<b>Product</b> Week-7/23 Week 3		
<b>Contract Dates</b> 07/23/12 - 07/29/12		<b>Estimate #</b>
<b>Advertiser</b> Peter Carlisle for Mayor		<b>Original Date / Revision</b> 07/20/12 / 07/20/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KGMB	<b>Account Executive</b> Patty Doo	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Women 35+		
		<b>Total Ratings</b> 206.50
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Market Media**  
**1164 Bishop Street**  
**Suite 124-197**  
**Honolulu, H 96813**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KGMB	07/23/12	07/29/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				15	\$215.00	3.10			
3	KGMB	07/23/12	07/29/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$350.00	5.80			
4	KGMB	07/23/12	07/29/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$600.00	5.20			
5	KGMB	07/23/12	07/29/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$800.00	7.30			
6	KGMB	07/23/12	07/29/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-				1	\$500.00	4.70			
7	KGMB	07/23/12	07/29/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----11				2	\$250.00	5.00			
8	KGMB	07/23/12	07/29/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				1	\$175.00	2.30			
9	KGMB	07/23/12	07/29/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S				1	\$600.00	6.70			
10	KGMB	07/24/12	07/29/12	Price Is Right	10a-11a		:30				NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-TWTF--				3	\$130.00	2.30			
11	KGMB	07/24/12	07/29/12	Y&R	1p-2p		:30				NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-TWTF--				3	\$110.00	2.50			
12	KGMB	07/24/12	07/29/12	The Talk	2p-3p		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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**KGMB**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-3246**

<u>Contract / Revision</u>	<u>Alt Order #</u>
738563 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/23/12 - 07/29/12	Week-7/23 Week 3	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Peter Carlisle for Mayor	07/20/12 / 07/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-TWTF--				3	\$75.00	1.30					
N 13	KGMB	07/24/12	07/29/12	Jeopardy I	430p-5p		:30				NM	5	\$975.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-TWTF--				5	\$195.00	3.10					
N 14	KGMB	07/24/12	07/29/12	NCIS	7p-8p		:30				NM	1	\$1,455.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-T-----				1	\$1,455.00	9.90					
N 15	KGMB	07/24/12	07/29/12	NCIS LA	8p-9p		:30				NM	1	\$1,240.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-T-----				1	\$1,240.00	10.20					
N 16	KGMB	07/24/12	07/29/12	Person of Interest	9p-10p		:30				NM	1	\$1,485.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-T-----				1	\$1,485.00	6.80					
V 17	KGMB	07/23/12	07/29/12	CSI NY	8p-9p		:30				NM	1	\$1,050.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	----F--				1	\$1,050.00	6.90					
V 18	KGMB	07/24/12	07/29/12	Blue Bloods	9-10p		:30				NM	1	\$1,400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	----F--				1	\$1,400.00	8.10					
V 19	KGMB	07/23/12	07/29/12	60 Minutes	6p-7p		:30				NM	1	\$960.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-----S				1	\$960.00	7.30					
V 20	KGMB	07/24/12	07/29/12	The Mentalist	9p-10p		:30				NM	1	\$1,290.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-----S				1	\$1,290.00	8.00					
V 21	KGMB	07/24/12	07/29/12	M-F Insider	630p-7p		:30				NM	3	\$930.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-TWTF--				3	\$310.00	2.90					
Tax 1 Note: General Excise Tax 4.712%											Totals	206.50	50	\$20,230.00	

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	50	\$20,230.00	\$17,195.50	\$810.25	\$18,005.75
<b>Totals</b>	<b>50</b>	<b>\$20,230.00</b>	<b>\$17,195.50</b>	<b>\$810.25</b>	<b>\$18,005.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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